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HEARD'S LANDSCAPE NURSERIES
4527 Beaver Avenue
Des Moines 10, Iowa

National Agricultural Library
RECEIVED
MAR 1 1963
U. S. Department of Agriculture

LIST OF HYBRID LILACS

*Varieties Under Trial or Supply Limited.

		18-24"	2-3'
I	WHITE		
	*Alice Harding, Lemoine, Double	$3.00	$4.00
	Edith Cavell, Lemoine, Double	3.00	4.00
	Ellen Willmott, Lemoine, Double	3.00	4.00
	Marie Finon, Lemoine, Single	3.00	4.00
	Marie Legraye, Lemoine, Single	2.25	3.00
	*Monument, Lemoine, Single	3.00	---
	Siebold, Lemoine, Double	3.00	4.00
	Vestale, Lemoine, Single	3.00	4.00
II	VIOLET		
	*DeMiribel, Lemoine, Single	3.00	4.00
	Marechal Lannes, Lemoine, Double	3.00	4.00
	Violetta, Lemoine, Double	3.00	4.00
III	BLUE AND BLUISH		
	Abel Carriere, Lemoine, Double	2.50	3.00
	Bleuatre, Baltet, Single	---	4.00
	Boule Azuree, Lemoine, Single	3.00	4.00
	Decaisne, Lemoine, Single	3.00	4.00
	Diplomate, Lemoine, Single	3.50	4.00
	Duc de Massa, Lemoine, Double	3.00	4.00
	Firmament, Lemoine, Single	3.00	4.00
	Gaudichaud, Lemoine, Double	3.00	3.50
	Maurice Barres, Lemoine, Single	3.00	4.00
	*Olivier de Serres, Lemoine, Double	3.00	4.00
	President Lincoln, Dunbar, Single	3.00	4.00
	President Grevy, Lemoine, Double	2.00	3.00
	*Silver King, Lemke, Single	3.00	---
IV	LILAC		
	Alphonse Lavallee, Lemoine, Double	2.00	2.50
	Henri Martin, Lemoine, Double	3.00	4.00
	Jacques Callot, Lemoine, Single	2.50	3.50
	Leon Gambetta, Lemoine, Double	3.00	4.00
	Michel Buchner, Lemoine, Double	2.00	3.00
	President Fallieres, Lemoine, Double	3.00	3.50
	*Victor Lemoine, Lemoine, Double	3.00	4.00
	*Vivian Evans, Klager, Single	3.50	---
	William C. Barry, Dunbar, Single	3.00	4.00
V	PINKISH		
	Belle de Nancy, Lemoine, Double	2.50	3.00
	Charm, Havemeyer, Single	4.00	5.00
	General Sherman, Dunbar, Single	3.00	4.00
	Grace Orthwaite, Brand, Single	2.50	3.00
	Katherine Havemeyer, Lemoine, Double	3.00	4.00

HEARD'S LANDSCAPE NURSERIES LILAC LIST

		18-24"	2-3'
V	PINKISH - Continued		
	Lucie Baltet, Baltet, Single	$4.00	$5.00
	*Macrostachya, Lefievre, Single	3.00	4.00
	Mme. Antoine Buchner, Lemoine, Double	4.00	5.00
	Miriam Cooley, Klager, Single	3.00	4.00
	Montaigne, Lemoine, Double	2.50	3.00
VI	MAGENTA (OR REDDISH PURPLE)		
	Capetaine Baltet, Lemoine, Single	3.50	4.00
	Charles Joly, Lemoine, Double	2.50	3.00
	Congo, Lemoine, Single	3.00	3.50
	Georges Bellair, Lemoine, Double	2.50	3.00
	Glory, Havemeyer, Single	3.00	4.00
	Madame F. Morel, Morel, Single	3.00	4.00
	Marceau, Lemoine, Single	3.00	4.00
	Marechal Foch, Lemoine, Single	3.00	4.00
	Mrs. Edward Harding, Lemoine, Double	3.00	4.00
	Paul Thirion, Lemoine, Double	3.00	4.00
	Reaumur, Lemoine, Single	3.00	4.00
VII	PURPLE (OR DEEP PURPLE)		
	*Adelaide Dunbar, Dunbar, Double	3.50	---
	*Anne Shiach, Havemeyer, Single	---	---
	City of Gresham, Klager, Single	3.00	4.00
	Diderot, Lemoine, Single	3.00	4.00
	Edmond Bossier, Lemoine, Single	3.00	4.00
	*Etna, Lemoine, Single	3.00	4.00
	*Frank Klager, Klager, Single	3.00	4.00
	Ludwig Spaeth, Spaeth, Single	3.00	4.00
	Monge, Lemoine, Single	4.00	5.00
	Mrs. W. E. Marshall, Havemeyer, Single	4.00	5.00
	Night, Havemeyer, Single	4.00	---
	President Roosevelt (Theodore), Dunbar, Single	3.00	4.00
VIII	EARLY HYBRIDS		
	*Oblata Dilatata (from Korea), Single, pink	3.00	---
	*Assessippi, Skinner, Single, Lilac	3.00	4.00
	Buffon, Lemoine, Single, pink	3.00	4.00
	Louvois, Lemoine, Single, Violet	3.00	4.00
	Mirabeau, Lemoine, Single, Lilac	3.00	4.00
	Pocahontas, Skinner, Single, Purple	3.00	4.00
IX	LATE HYBRIDS		
	*Coral, Preston, Single, Pink	---	---
	Floreal, Lemoine, Single, Pink	2.50	3.50
	*Hiawatha, Skinner, Single, Magenta	3.00	3.50
	*Isabella, Preston, Single, Lilac	3.00	3.50
	Lutece, Henry, Single, Pinkish	2.50	3.50
	Royalty, Preston, Single, Purple	3.50	4.00

THE ABOVE LIST IS ALMOST ENTIRELY MADE UP OF HIGHLY RATED VARIETIES LISTED IN "LILACS FOR AMERICA". We have several other varieties that are on trial or are being grown in limited quantities. If you do not find the varieties you want, write us.

HEARD'S LANDSCAPE NURSERIES

We prefer to use the name Hybrid Lilacs instead of French Hybrids since many of our best varieties are not of French origin. In our list of the better varieties, Lemoine, Stepman, Baltet and Lefievre of France are represented, Spaeth of Germany, Van Tol of Holland, Havemeyer, Klager, Dunbar and Lemke of the United States and Skinner and Preston from Canada. All of the above people have rendered important contributions toward making the lilac one of our most attractive shrubs.

One of the best of the deep purples, Ludwig Spaeth, is of German origin. Of the American hybrids, Havemeyer's contributions have been outstanding. Charm, Glory, Mrs. W. E. Marshall, Night and Anne Shiach are among our very best lilacs. Dunbar's contributions of especial merit are Adelaide Dunbar, highly rated in its class in "Lilacs for America", President Lincoln, perhaps the bluest of all lilacs, and President Roosevelt, one of our really good deep purples. Mrs. Klager's Miriam Cooley, Frank Klager and City of Gresham are excellent varieties. Miriam Cooley is an excellent and regular bloomer.

Among the French originations that we consider of especial merit are Ellen Willmott, Edith Cavell, Marie Finon, Vestale, Merechal Lannes, Violetta, Duc de Massa, Firmament, Maurice Barres, Leon Gambetta, Victor Lemoine, Katherine Havemeyer, Capetaine Baltet, Congo, Marceau, Paul Thirion, Reaumur, Diderot, Edmond Bossier, and Monge. These are Lemoine's contributions. Baltet, introduced Lucie Baltet, our best pink hybrid to date.

Mr. Skinner, of Dropmore, Manitoba, Canada, has given us several excellent varieties among which are Hiawatha, Assessippi and Pocahontas. Miss Preston, of Ottawa, Ontario, Canada has also made several valuable contributions including Royalty, the deepest purple of all the very late hybrids.

Those of you who have the splendid hobby of collecting lilacs should get a copy of the bulletin "Lilacs for America" published by the A. H. Scott Horticultural Foundation, Swarthmore, Pa. The cost is only one dollar. In this bulletin, lilacs are rated according to color, in the order of their popularity. This assures you of getting the best in varieties. The information was compiled as a result of ratings given by qualified representatives of the larger Lilac Arboretums, hobbyists who have large collections of their own and nurserymen specializing in the growing of lilacs.

We consider it an honor to have served as a member of the Committee of seven under the leadership of Professor John C. Wister, Swarthmore College, Swarthmore, Pa., a real authority on lilacs, in the preparation of this bulletin.

PRICES QUOTED IN THIS FOLDER include packing, and delivery in Des Moines and vicinity. Shipment to distant points will be sent Express collect. Varieties are quaranteed true-to-name, and no time limit is established on this warranty. Any stock failing to grow will be replaced at one-half the purchase price. PLANTS WILL BE OWN-ROOT UNLESS OTHERWISE SPECIFIED.

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PLANTING AND CARE OF LILACS.

EXPOSURE

Lilacs bloom best when planted in a sunny location. They may survive under shady conditions, but will produce very few flowers.

SOIL

Lilacs will do well in any good, well drained garden loam. If the soil is poor and deficient in humus, plant in good black soil. Poor soils can be improved by spading in humus in the form of manure or compost or by the addition of commercial fertilizers. Cow manure is one of the best sources of humus. Follow directions closely in using commercial fertilizers. If your soil is acid, an occasional application of lime is recommended.

PLANTING

Lilacs may be planted in either spring or fall. After unpacking, keep the roots moist and well covered or soak in water for a few hours. Dig the hole large enough to accomodate the roots when well spread out. Place the top soil to one side and use this to fill in around the roots. Water thoroughly and finish filling the hole. If the subsoil is very hard, break it up so as to allow better movement of moisture. Be sure to set the plants two inches deeper than they stood in the nursery (the dirt line).

CARE AFTER PLANTING

Lilacs should be watered at frequent intervals, especially during dry periods. Keep the soil well cultivated to a depth of two inches and free from weeds. See that the water penetrates to the bottom of the roots. One thorough watering is worth more than a dozen sprinklings.

PRUNING

Lilacs require little or no pruning at planting time or for the first five or six years. If the plants become old and woody and too tall, saw off some of the largest limbs as close to the ground as possible. Allow a few new shoots to take their place. If suckers become too numerous, thin them out but always leave a few new shoots as these will give you your best bloom a few years later.

PESTS

Lilacs have only two pests of much importance. Borers - small white worms which eat their way into the wood and weaken or kill some of the large branches. Look for sawdust castings usually near or on the ground or on the larger limbs. They can be dug out with a knife or killed with a wire inserted in the holes caused by the borers. Carbon-di-sulfide can be squirted in the holes which should be plugged with putty or mud to prevent the gas from evaporating. Scale insects-small grayish insects that attach themselves to the stems and suck out the plant juices. They spread rapidly, completely covering the stem in a few years. Infected limbs can be cut off and burned or they can be controlled by spraying with miscible oils or DDT. Follow directions closely.